

Stern Brothers

will place on sale to-morrow, Monday
A large collection of high cost

Women's Shirt Waists

of Imported Colored Madras, Batistes and Linens, also All-over
Embroidered and Lace-trimmed

at

Greatly Reduced Prices
And the remainder of several desirable
styles of Maorras and Dimity Waists, at 95c \$1.25, 1.45

Women's Summer Dresses

of Batiste, Point d'Esprit and French Organdies
Also a full line of

Wash Skirts
of linen with self color lace insertion, \$2.95
of White Pique, \$2.75, 4.50

Hosiery Departments

Women's Fast Black Cotton Hose,
double soles, light weight, Value 30c 19c
Women's Intrain black lisle thread
and cotton hose with double unbeached soles, Value 40c 25c
Women's Fine quality lisle thread hose,
with openwork insteps, Value 60c 39c
Women's extra quality lisle thread hose,
lace work, vertical stripes and emb'd fronts, Value 90c to \$1.25 58c

Gloves for Summer Wear

Large assortment of Lace mitts,
lace, silk, suede finished lisle thread and tropical gloves
And in addition will offer to-morrow
110 Doz. Women's 2-clasp extra quality
washable chambray gloves, in white and natural
65 Doz. 2-clasp and 4 button
suede finished lisle thread gloves
at 65c
at 48c

West Twenty-third Street

FLINT'S FINE FURNITURE

A Blue and White Draped Bed

shows how inexpensively charming effects
for the summer bedroom can be produced.
The simple bed is in white iron. The
dainty blue-patterned drapery chosen for its
decoration forms a tent-like canopy for the
head, and is made into valance, coverlet
and pillow-cover.

White Enamelled Iron and Brass
Bedsteads
at \$8.75, \$9.00, \$10.00 & \$11.00.
Handsome Brass Bedsteads at
\$52.00.

(Reduced from \$63.00.)
Plainer ones at \$32.00.
White Mahogany Cheval Glass,
\$45.00.

(Reduced from \$75.00.)
All sorts of cool, artistic draperies now
greatly reduced.

"BUY OF THE MAKER"
GEO. C. FLINT CO.
43.45 and 47 WEST 23RD ST.
NEAR BROADWAY.

FACTORY: 154 AND 156 WEST 17TH STREET.

Excursions.

Amusement and Education Combined.

THIS SEASON'S NOVELTY
TRIP TO GLEN ISLAND
from the city of New York
to the beautiful island of
Glen Island, Long Island Sound,
is now being offered at a
greatly reduced price.
The trip includes a round
trip ticket to the island,
a day's entertainment,
and a return trip ticket.
The trip is suitable for
families and groups.
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Adams Dry Goods Co.

Sixth Avenue,

21st and 22d Streets.

The New Store
Is
A Cool Store.

This July Business the Greatest!

The New Store
Is
A Cool Store.

In the many Julys in the history of this house none can approach the present. It is a record-breaker in sales, values, and marked substantial encouragement from the shopping public.

The New Store Must Be Known as Shopping Headquarters!

And the best way to make it known as such is to offer values so striking that general attention will be focussed upon it. We have set the bargain pace in Summer sales, and must keep it up—yes, go beyond it! This page is another wonderful bargain presentation that only the most superior merchandising could produce.

The New Store
Is
A Cool Store.

The New Store with a Record-Breaking July
With a Record-Breaking Bargain Finale!

The New Store
Is
A Cool Store.

MAIL ORDERS

for everything in this advertisement will be carefully filled. To insure prompt attention money must accompany the order.

Women's Bathing Suits

These suits have some thing else besides ordinary wear. They have grace and distinction. And every price high the bulwark on the bargain target.
Women's Jersey worsted BATHING SUITS, in black and navy, trimmed with white braid, sizes 34 to 42, a bargain at 1.79
Women's BATHING SUITS, in black brilliantine, sizes 34 to 42, showing large sailor collar and shield, front trimmed with rows of braid, belt and skirt trimmed to match, a bargain at 2.79
Women's fine Brilliantine BATHING SUITS, in navy blue and black, with large sailor collars of duck, the black with sailor collar of white, the blue with sailor collar of red; sailor collars, shields, belts and skirts elaborately trimmed with white or red braid, sizes 34 to 42, a bargain at 3.98
Women's BATHING SUITS, in blue flannel and black brilliantine, prettily trimmed with white braid, sizes 34 to 42, a bargain at 1.98
Misses' and Children's BATHING SUITS, in black brilliantine, prettily trimmed with white braid, sizes 10 to 14, 1.98; sizes 12, 14, 16 and 18, 2.48
years, a bargain at 2.48

Men's Bathing Suits

Such a combination of warm weather comfort, appearance and wear in connection with these prices would be altogether impossible under ordinary trade conditions. But only the extraordinary had room in our advertising.
Men's Bathing Suits, cool, dog-day garments, with lots of wear—long sleeves, extra solid color—all sizes, 38 to 50 in some of the styles; the majority are worth nearly double—we will not say what these Undergarments are worth—we prefer to pleasantly surprise to-morrow's customers with the selling price.
Men's Balbriggan Shirts, cool, dog-day garments, with lots of wear—long sleeves, extra solid color—all sizes, 38 to 50 in some of the styles; the majority are worth nearly double—we will not say what these Undergarments are worth—we prefer to pleasantly surprise to-morrow's customers with the selling price.
Men's Negligee Shirts, with bodies of white flannel and bosom of fine imported Madras, light as a feather, stylish & dressy, a half-price offer for 50c
Men's Half Hose, in fancy striped cotton, fancy printed and extra-trimmed designs in cotton, openwork styles in black or tan cotton, and in black cotton with unbleached feet, values ranging from 25c to 35c, a pair offered for 12 1/2c
Men's Percule Shirts, One style made with 2 separate laundered collars and chest of detached cuffs—another style with laundered collars and cuffs attached—size 14 1/2 to 17, in one of the styles—a lot of 300 marked down for rapid selling, from 75c, each, at 39c

Men's Bathing Suits

You could select these items blindfolded and pick a bargain every time. And the price is not the only feature. Every garment is a good one—well made, of honest materials.
Men's two-piece, all line worsted JERSEY BATHING SUITS, with short sleeves or sleeveless, in navy blue or black, a bargain at 1.79
Men's two-piece superior quality fine worsted JERSEY BATHING SUITS, in navy blue and black, with beautiful combination pure silk stripes on sleeves and bottom of shirt and trunk, worth \$4.00 each regularly, a bargain at 2.89
Men's extra fine and heavy JERSEY BATHING SUITS, in navy blue or black, with handsome stripes of pure silk on edges of shirt and trunk, worth \$6.00, a bargain at 3.98
Boys' two-piece JERSEY BATHING SUITS, in navy blue with beautiful contrasting stripes on edge of shirt and trunk, a bargain at 79c
Boys' two-piece JERSEY BATHING SUITS, in navy blue, a bargain at 49c

Cool Clothing For Men, Youths and Boys.

This sale has made history. It is still making history. Its price wonders are arousing everybody. To-morrow will be a good day to attend as we have made special preparations to handle the crowds well and promptly thus giving everybody the fullest measure of value and service.

Boys! Add a nickel to half a dollar then come to-morrow and pick your choice of 300 BOYS' SUMMER SUITS—ages 6 to 15 years—made of pure plain and striped linen crash; also pebble white duck—double breasted style—pearl buttons—reinforced tape seams—linen bands—suits worth \$2.00, now marked at 55c
MEN AND YOUTHS can keep cool in this torrid weather by wearing one of our SKELETON COATS—made of strictly all wool blue serge—showing piping—all sizes, worth \$5.00, now marked at 2.90

Linoleums.
GENUINE ENGLISH INLAID LINOLEUMS, made from the finest grade of cork, the kind that will last a lifetime; always \$1.50 per square yard, but cut in price for this sale. 98c
Oilcloths.
ENGLISH SHEET OILCLOTHS, made of 2-ply duck canvas, with -coated enamel finish; about 15 of the latest patterns are here for selection, and although the price per square yard was 45c, yet for this sale we managed to push it down to 27c

In the Embroidery Dept.

An immense purchase of the St. Gall EMBROIDERIES will be ready on sale to-morrow at a fraction of real values. These are without question the season's lowest prices in high grade Edgings, Insertions, Beadings, Placings and All-Over in Nainsook, Swiss, Cambric and Batiste.
EMBROIDERIES, all makes, such as: open and close embroidered designs, flowers, leaf, camp and a large variety of other pretty designs, are here represented.
4 to 6 inches wide, value 17c 10c
6 to 10 inches wide, value 25c 12 1/2c
10 to 15 inches wide, value 35c 17 1/2c
15 to 20 inches wide, value 45c 22 1/2c
20 to 25 inches wide, value 55c 27 1/2c
25 to 30 inches wide, value 65c 32 1/2c
30 to 35 inches wide, value 75c 37 1/2c
35 to 40 inches wide, value 85c 42 1/2c
40 to 45 inches wide, value 95c 47 1/2c
45 to 50 inches wide, value 1.05 52 1/2c
50 to 55 inches wide, value 1.15 57 1/2c
55 to 60 inches wide, value 1.25 62 1/2c
60 to 65 inches wide, value 1.35 67 1/2c
65 to 70 inches wide, value 1.45 72 1/2c
70 to 75 inches wide, value 1.55 77 1/2c
75 to 80 inches wide, value 1.65 82 1/2c
80 to 85 inches wide, value 1.75 87 1/2c
85 to 90 inches wide, value 1.85 92 1/2c
90 to 95 inches wide, value 1.95 97 1/2c
95 to 100 inches wide, value 2.05 102 1/2c
100 to 105 inches wide, value 2.15 107 1/2c
105 to 110 inches wide, value 2.25 112 1/2c
110 to 115 inches wide, value 2.35 117 1/2c
115 to 120 inches wide, value 2.45 122 1/2c
120 to 125 inches wide, value 2.55 127 1/2c
125 to 130 inches wide, value 2.65 132 1/2c
130 to 135 inches wide, value 2.75 137 1/2c
135 to 140 inches wide, value 2.85 142 1/2c
140 to 145 inches wide, value 2.95 147 1/2c
145 to 150 inches wide, value 3.05 152 1/2c
150 to 155 inches wide, value 3.15 157 1/2c
155 to 160 inches wide, value 3.25 162 1/2c
160 to 165 inches wide, value 3.35 167 1/2c
165 to 170 inches wide, value 3.45 172 1/2c
170 to 175 inches wide, value 3.55 177 1/2c
175 to 180 inches wide, value 3.65 182 1/2c
180 to 185 inches wide, value 3.75 187 1/2c
185 to 190 inches wide, value 3.85 192 1/2c
190 to 195 inches wide, value 3.95 197 1/2c
195 to 200 inches wide, value 4.05 202 1/2c
200 to 205 inches wide, value 4.15 207 1/2c
205 to 210 inches wide, value 4.25 212 1/2c
210 to 215 inches wide, value 4.35 217 1/2c
215 to 220 inches wide, value 4.45 222 1/2c
220 to 225 inches wide, value 4.55 227 1/2c
225 to 230 inches wide, value 4.65 232 1/2c
230 to 235 inches wide, value 4.75 237 1/2c
235 to 240 inches wide, value 4.85 242 1/2c
240 to 245 inches wide, value 4.95 247 1/2c
245 to 250 inches wide, value 5.05 252 1/2c
250 to 255 inches wide, value 5.15 257 1/2c
255 to 260 inches wide, value 5.25 262 1/2c
260 to 265 inches wide, value 5.35 267 1/2c
265 to 270 inches wide, value 5.45 272 1/2c
270 to 275 inches wide, value 5.55 277 1/2c
275 to 280 inches wide, value 5.65 282 1/2c
280 to 285 inches wide, value 5.75 287 1/2c
285 to 290 inches wide, value 5.85 292 1/2c
290 to 295 inches wide, value 5.95 297 1/2c
295 to 300 inches wide, value 6.05 302 1/2c
300 to 305 inches wide, value 6.15 307 1/2c
305 to 310 inches wide, value 6.25 312 1/2c
310 to 315 inches wide, value 6.35 317 1/2c
315 to 320 inches wide, value 6.45 322 1/2c
320 to 325 inches wide, value 6.55 327 1/2c
325 to 330 inches wide, value 6.65 332 1/2c
330 to 335 inches wide, value 6.75 337 1/2c
335 to 340 inches wide, value 6.85 342 1/2c
340 to 345 inches wide, value 6.95 347 1/2c
345 to 350 inches wide, value 7.05 352 1/2c
350 to 355 inches wide, value 7.15 357 1/2c
355 to 360 inches wide, value 7.25 362 1/2c
360 to 365 inches wide, value 7.35 367 1/2c
365 to 370 inches wide, value 7.45 372 1/2c
370 to 375 inches wide, value 7.55 377 1/2c
375 to 380 inches wide, value 7.65 382 1/2c
380 to 385 inches wide, value 7.75 387 1/2c
385 to 390 inches wide, value 7.85 392 1/2c
390 to 395 inches wide, value 7.95 397 1/2c
395 to 400 inches wide, value 8.05 402 1/2c
400 to 405 inches wide, value 8.15 407 1/2c
405 to 410 inches wide, value 8.25 412 1/2c
410 to 415 inches wide, value 8.35 417 1/2c
415 to 420 inches wide, value 8.45 422 1/2c
420 to 425 inches wide, value 8.55 427 1/2c
425 to 430 inches wide, value 8.65 432 1/2c
430 to 435 inches wide, value 8.75 437 1/2c
435 to 440 inches wide, value 8.85 442 1/2c
440 to 445 inches wide, value 8.95 447 1/2c
445 to 450 inches wide, value 9.05 452 1/2c
450 to 455 inches wide, value 9.15 457 1/2c
455 to 460 inches wide, value 9.25 462 1/2c
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465 to 470 inches wide, value 9.45 472 1/2c
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475 to 480 inches wide, value 9.65 482 1/2c
480 to 485 inches wide, value 9.75 487 1/2c
485 to 490 inches wide, value 9.85 492 1/2c
490 to 495 inches wide, value 9.95 497 1/2c
495 to 500 inches wide, value 10.05 502 1/2c
500 to 505 inches wide, value 10.15 507 1/2c
505 to 510 inches wide, value 10.25 512 1/2c
510 to 515 inches wide, value 10.35 517 1/2c
515 to 520 inches wide, value 10.45 522 1/2c
520 to 525 inches wide, value 10.55 527 1/2c
525 to 530 inches wide, value 10.65 532 1/2c
530 to 535 inches wide, value 10.75 537 1/2c
535 to 540 inches wide, value 10.85 542 1/2c
540 to 545 inches wide, value 10.95 547 1/2c
545 to 550 inches wide, value 11.05 552 1/2c
550 to 555 inches wide, value 11.15 557 1/2c
555 to 560 inches wide, value 11.25 562 1/2c
560 to 565 inches wide, value 11.35 567 1/2c
565 to 570 inches wide, value 11.45 572 1/2c
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575 to 580 inches wide, value 11.65 582 1/2c
580 to 585 inches wide, value 11.75 587 1/2c
585 to 590 inches wide, value 11.85 592 1/2c
590 to 595 inches wide, value 11.95 597 1/2c
595 to 600 inches wide, value 12.05 602 1/2c
600 to 605 inches wide, value 12.15 607 1/2c
605 to 610 inches wide, value 12.25 612 1/2c
610 to 615 inches wide, value 12.35 617 1/2c
615 to 620 inches wide, value 12.45 622 1/2c
620 to 625 inches wide, value 12.55 627 1/2c
625 to 630 inches wide, value 12.65 632 1/2c
630 to 635 inches wide, value 12.75 637 1/2c
635 to 640 inches wide, value 12.85 642 1/2c
640 to 645 inches wide, value 12.95 647 1/2c
645 to 650 inches wide, value 13.05 652 1/2c
650 to 655 inches wide, value 13.15 657 1/2c
655 to 660 inches wide, value 13.25 662 1/2c
660 to 665 inches wide, value 13.35 667 1/2c
665 to 670 inches wide, value 13.45 672 1/2c
670 to 675 inches wide, value 13.55 677 1/2c
675 to 680 inches wide, value 13.65 682 1/2c
680 to 685 inches wide, value 13.75 687 1/2c
685 to 690 inches wide, value 13.85 692 1/2c
690 to 695 inches wide, value 13.95 697 1/2c
695 to 700 inches wide, value 14.05 702 1/2c
700 to 705 inches wide, value 14.15 707 1/2c
705 to 710 inches wide, value 14.25 712 1/2c
710 to 715 inches wide, value 14.35 717 1/2c
715 to 720 inches wide, value 14.45 722 1/2c
720 to 725 inches wide, value 14.55 727 1/2c
725 to 730 inches wide, value 14.65 732 1/2c
730 to 735 inches wide, value 14.75 737 1/2c
735 to 740 inches wide, value 14.85 742 1/2c
740 to 745 inches wide, value 14.95 747 1/2c
745 to 750 inches wide, value 15.05 752 1/2c
750 to 755 inches wide, value 15.15 757 1/2c
755 to 760 inches wide, value 15.25 762 1/2c
760 to 765 inches wide, value 15.35 767 1/2c
765 to 770 inches wide, value 15.45 772 1/2c
770 to 775 inches wide, value 15.55 777 1/2c
775 to 780 inches wide, value 15.65 782 1/2c
780 to 785 inches wide, value 15.75 787 1/2c
785 to 790 inches wide, value 15.85 792 1/2c
790 to 795 inches wide, value 15.95 797 1/2c
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810 to 815 inches wide, value 16.35 817 1/2c
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825 to 830 inches wide, value 16.65 832 1/2c
830 to 835 inches wide, value 16.75 837 1/2c
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900 to 905 inches wide, value 18.15 907 1/2c
905 to 910 inches wide, value 18.25 912 1/2c
910 to 915 inches wide, value 18.35 917 1/2c
915 to 920 inches wide, value 18.45 922 1/2c
920 to 925 inches wide, value 18.55 927 1/2c
925 to 930 inches wide, value 18.65 932 1/2c
930 to 935 inches wide, value 18.75 937 1/2c
935 to 940 inches wide, value 18.85 942 1/2c
940 to 945 inches wide, value 18.95 947 1/2c
945 to 950 inches wide, value 19.05 952 1/2c
950 to 955 inches wide, value 19.15 957 1/2c
955 to 960 inches wide, value 19.25 962 1/2c
960 to 965 inches wide, value 19.35 967 1/2c
965 to 970 inches wide, value 19.45 972 1/2c
970 to 975 inches wide, value 19.55 977 1/2c
975 to 980 inches wide, value 19.65 982 1/2c
980 to 985 inches wide, value 19.75 987 1/2c
985 to 990 inches wide, value 19.85 992 1/2c
990 to 995 inches wide, value 19.95 997 1/2c
995 to 1000 inches wide, value 20.05 1002 1/2c

Women's Gauze Vests,
With high neck and short sleeves; all sizes, 28 to 38; to close out, marked down from 35c, each to 19c